



## 2019 Q1 Company Reviews

### People

Average Score - 8

High Score - 10

Low Score - 6

Common Theme(s) -

- Team is very happy, some concerns about workload
- Fellow hires for the quarter have been successful, need to fully flesh out News team

*"Everyone does their specific jobs very well, but it is also nice to see how open everyone is to stepping out of their usual duties if someone needs help accomplishing a task." - (9)*

*"I think the Red and Blue teams look good, and the fellows seem to have been a big help. The News fellow seems to be doing a great job, but I would think that team may need to be fleshed out throughout the year." - (8)*

*"For the most part, I think we have a really strong team in place. The one area we could improve on is weekend staffing. Sometimes it is hard to coordinate copy editors and things get bogged down." - (8)*

### Plan

Average Score - 8

High Score - 10

Low Score - 7

Common Theme(s) -

- Daily and weekend meetings have been great for improving communication amongst the team
- Need to update team on current progress and process for rollout

*"I think that having the daily and weekly meetings allow for open communication and for any questions to be addressed." - (9)*

*"We haven't really gone into much detail." - (7)*

*"Some of our goals are clear but some bigger picture things in the company are sometimes only addressed once in a meeting and then I'm not sure what's going on on the other side of things." (6)*

*"I think I have a good idea of where we are trying to go, but I think it could be more clear how we are getting there. I'm still not 100 percent sure I can articulate where we are in the roll out." - (7)*

### Process

Average Score - 8

High Score - 10

Low Score - 6





Common Theme(s) -

- Lattice is a much better tool than Bridge
- Current tools are working great for the team, trainings are provided when needed
- Set up more regular editorial trainings with Shush

*"Using slack to communicate and Asana to track processes is very helpful and makes everything transparent. Wordpress is a good platform as well, but the many issues it can cause do result in inconvenient interruptions." - (8)*

*"I think the processes we have in place help me work effectively and are useful as guidelines/ instructions for my writers. Streamlining the original pitch process was definitely helpful and helped clear up confusion among the team." - (9)*

*"Yes, Bridge was bad and it's good that we're done with it! But overall, our processes now seem perfect for what we're doing and far more streamlined than they were in the past." - (10)*

*"For the most part I think things run smoothly. Shush brought up in a weekly meeting recently that we need to do more to reach out to people and experts, I think it would be good to go over that in detail and prioritize it more." - (8)*

*"Yes, I am glad the company is constantly looking to improve the tools that we use to ensure that they are the most effective and benefit the company as a whole (e.g. change from Bridge to Lattice, switch to Gusto). Each change is accompanied by a very clear training session where any questions are answered." - (8)*

## **Promotion**

Average Score - 7

High Score - 9

Low Score - 3

Common Theme(s) -

- Need to start external messaging
- Different opportunities in terms of social media
- Original Content utilized in external promotions

*"External messaging seems nonexistent at the moment." - (3)*

*"Again, I know our end goal as far as promotion is concerned, but I think it could be made more clear what we are doing as far as the roll out is concerned." - (7)*

*"I think there can always be improvement. More original content marketed in the right way, such as a 2020 election video series for the Red and Blue teams that have been discussed, will help gain recognition for the company. Continuing to find more ways to utilize different types of social media may be beneficial." - (8)*

## **Product**

Average Score - 8

High Score - 10

Low Score - 4





Common Theme(s) -

- Content has greatly improved
- Issues with site and WP are frustrating

*"I think the membership program and all the features seem really cool. Our content has continued to improve, and Red and Blue are doing more back-and-forths/opposing takes on similar topics." - (10)*

*"The content is good. As for the experience, it seems worse than it has been in a long time. The increased frequency of bugs and glitches (often ones that break the entire site) has been very frustrating and the slow path towards fixing some of them with minimal communication along the way has compounded those frustrations." - (4)*

*"I am always excited to tell people about your site. I feel like our writers do a great job at sticking to the facts and staying unbiased. I think our site reflects our mission very well." - (8)*